

Visit Broadway Systems at the 2008 NAB Show, Booth N3135

Agency Contact:

Sarah Schraad, Wall Street Communications
Tel: +1 303-567-4490
E-mail: sarah@wallstcom.com

Company Contact:

John Sorensen
President, Broadway Systems
Tel: +1 616-454-4400 x225

For Immediate Release

Broadway Systems Introduces Broadway 6.0, Dramatic New Release of Flagship Advertising Management Solution for Cable Networks

GRAND RAPIDS, Mich. — April 2, 2008 — Broadway Systems announces the introduction of Broadway 6.0, the newest and most contemporary release of its end-to-end advertising management solution for cable networks. This release — the result of more than a year of extensive research and development — incorporates multiple industry firsts including flexible billboard management, Internet invoice import and accounts receivable management, and the enhancement of the company's existing Nielsen data integration framework for easy support of future data sources and formats.

In an increasingly complex business environment, cable networks are challenged to effectively manage multiple ratecards, new sales inventory, detailed packages, changing advertising sales practices, and business management and control policies. Broadway 6.0 is designed to address these challenges. With this latest version of Broadway's flagship product, cable networks will be better able to serve their advertising and agency clients while at the same time optimizing yield from inventory.

Broadway 6.0 continues to provide seamless integration across departments, making it easier to go from planning to proposal to order and on to traffic, billing, and analysis within the same application. The integrated software modules — managing programming, advertising sales, traffic operations, and finances — offer significant new functionality to enhance productivity, as well as a new, intuitive, and highly-customizable user interface. Additional highlights of Broadway 6.0 include:

- Increased productivity through a new intuitive Microsoft® Office 2007-style interface that gives users greater control over their workspace.

More...

- A revolutionary new billboard management capability that enables variable positioning of billboards in relation to commercials, consideration of network rules, preemption and credit, and horizontal or vertical moves independent of commercials.
- A new Stewardship feature that enhances the flexibility of analyzing and stewarding deals using various primary or alternate Nielsen ratings data. This new framework positions Broadway 6.0 to accept any future Nielsen ratings data sources, beyond currently supported primary and alternate Nielsen data sources.
- Enhanced log generation and maintenance for more effective management of analog and digital simulcasts.
- Management of nonlinear sales campaigns and support of finance integration to the Internet, enabling consolidated billing and advertising/revenue capabilities.

“Working closely with customers is a key learning experience for us, enabling us to make Broadway the best and most useful product of its kind,” said John Sorensen, president of Broadway Systems. “With Broadway 6.0, we continue to meet — and anticipate — our customers’ ever-changing needs.”

Like its predecessors, Broadway 6.0 is a stand-alone, end-to-end system that relies on readily available hardware and software technologies. It was engineered on an N-Tier architecture utilizing Microsoft .NET and SQL Server 2005. For existing Broadway users, Broadway 6.0 is implemented via a software upgrade. New users can easily import data, which makes migration from legacy systems extremely straightforward.

#

About Broadway Systems

Broadway Systems has collaborated with companies such as Fox News, the Scripps Networks, and CBS College Sports to engineer a contemporary and fully integrated programming, sales, traffic, stewardship, and billing system. Today this platform manages more than \$2 billion in advertising revenues, including those from several of the top 20 networks, across news, sports, music, and entertainment content. Broadway Systems offers cable networks a strategic alternative to existing vendors, one that is dedicated to their business and able to keep pace with the changing needs of this dynamic industry.

ENDS